

## Message Text

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ORIGIN COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 RSC-01 /019 R

DRAFTED BY COM/BIC/OIM:JMORSE

APPROVED BY EB/OCA:NSLAKAS

EB/OCA/BR:IAWILLIAMSON

EA/EP:AGEBER

----- 041571

R 262358Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

AMEMBASSY SEOUL

AMEMBASSY JAKARTA

INFO AMEMBASSY MANILA

AMEMBASSY TAIPEI

AMEMBASSY SINGAPORE

AMEMBASSY KUALA LUMPUR

AMEMBASSY BANGKOK

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E.O. 11652: N/A

TAGS: BEXP, XB

SUBJECT: EA ECONOMIC/COMMERCIAL OFFICERS CONFERENCES PANEL  
PRESENTATION - "HOW TO BE A MORE EFFECTIVE E/C OFFICER".

1. TENTATIVE AGENDA FOR CONFERENCES INCLUDES PANEL  
PRESENTATION ENTITLED QUOTE HOW TO BE A MORE EFFECTIVE E/C  
OFFICER.UNQUOTE. PANELISTS WILL ADDRESS THEMSELVES TO THE  
EFFECTIVENESS UTILIZATION OFFICER TIME ON VARIOUS E/C JOB  
FUNCTIONS AND OTHER ELEMENTS PROGRAM EXECUTION. PAST PANELS  
HAVE BOGGED DOWN IN TIME CONSUMING POST-BY-POST DES-  
CRIPTION OF CURRENT PRACTICE. WE HOPE TO ENHANCE VALUE  
THIS PORTION CONFERENCE AND PROMOTE MEANINGFUL DIALOGUE BY  
CAREFUL ADVANCE PREPARATION, ENABLING PANELS TO PRESENT  
PITHY ANALYSIS ON WHICH BASE DISCUSSION.

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2. TO ACHIEVE THIS OBJECTIVE WE ARE REQUESTING ACTION

POSTS MAKE AVAILABLE OFFICERS LISTED BELOW FOR PRE-CONFERENCE TRAVEL TO RESEARCH LISTED TOPICS AT POSTS INDICATED. COMMERCE AND STATE WILL JOINTLY FINANCE TRAVEL EXPENSES. WE FULLY REALIZE THAT TRAVEL, PANEL PREPARATION, AND CONFERENCE ATTENDANCE WILL RESULT SUBSTANTIAL LOSS OFFICER TIME TO POST, BUT FEEL BENEFIT TO CONFERENCE ATTENDEES AND POTENTIAL USEFULNESS PRE-CONFERENCE RESEARCH IN PROGRAM

EVALUATION FULLY JUSTIFY REQUEST. IF PROGRAMMED ACTIVITIES ABSOLUTELY PRECLUDE RELEASE DESIGNATED OFFICER FOR THIS DUTY WE WILLING TO SELECT ALTERNATE.

3. OFFICERS, RESEARCH POSTS, AND SUBJECTS LISTED BELOW:

TOKYO CONFERENCE

OFFICER	PANEL SUBJECTS	POSTS TO VISIT
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NORMAN GLICK	1.WTDR PREPARATION	TOKYO, MANILA,
TOKYO	ADS PREPARATION	TAIPEI, SEOUL
---	TOP PREPARATION	
--	MAJOR PROJECTS	

--	2.HANDLING MARKET	
--	ANALYSIS, CONTRACT	
--	MARKET RESEARCH,	
--	DESK STUDIES, CERP	
--	REPORTING	

JOHN MALOTT	1.VISITOR HANDLING	TOKYO, OSAKA,
TOKYO	DEVELOPING CON-	SEOUL, HONG KONG
--	TACTS, POST AGENCY	
--	INDEX FILE	
--	2.SUPPORTING TRADE	
--	PROMOTION EVENTS;	
--	HANDLING FOREIGN	
--	BUYER GROUPS	

TAIPEI CONFERENCE

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CARL CUNNINGHAM	1.WTDR PREPARATION	JAKARTA, SINGAPORE
JAKARTA	ADS PREPARATION	KUALA LUMPUR,
--	TOP PREPARATION	BANGKOK
--	MAJOR PROJECTS	
--	2.HANDLING MARKET	
--	ANALYSIS, CONTRACT	
--	MARKET RESEARCH,	

-- DESK STUDIES, CERP  
-- REPORTING

JOHN PERKINS 1.VISITOR HANDLING SEOUL, BANGKOK,  
SEOUL DEVELOPING CONTACTS,SINGAPORE, JAKARTA  
-- POST AGENCY INDEX FILES

-- 2.SUPPORTING TRADE  
-- PROMOTION EVENTS;  
-- HANDLING FOREIGN  
-- BUYER GROUPS

4. POSTS ARE REQUESTED TO CONFIRM AVAILABILITY OFFICER  
ASAP. FISCAL DATA FOLLOW SEPTEL. ANY RESEARCH POSTS ANTI-  
CIPATING DIFFICULTY RECEIVING PANELIST SHOULD INFORM US  
SOONEST.

5. FOR PANELISTS: WE EXPECT TRAVEL TO FACILITATE  
CRITICAL RESEARCH AND EVALUATION NOT POSSIBLE TELEPHONE OR  
OTHER TECHNIQUES. YOU SHOULD MAKE SURVEY YOUR  
SUBJECTS AT DESIGNATED POSTS, INCLUDING INTERVIEWS BOTH  
OFFICERS AND LOCAL STAFF. EXAMINATION FILES, POSSIBLY EVEN  
INTERVIEWS LOCAL BUSINESSMEN IF CONSIDERED HELPFUL. AS  
TIME VERY LIMITED, YOU WILL BE FORCED PLAN YOUR SCHEDULE  
CAREFULLY, SPENDING APPROXIMATELY ONE WORKING DAY EACH  
RESEARCH POST. IN CONDUCTING YOUR RESEARCH, POSSIBLE AREAS  
FOR EXAMINATION INCLUDE:

(A) EFFECTIVE USE OFFICER TIME ON FUNCTION;

(B) DEGREE TO WHICH POST USED CCP TO MAKE CONCIOUS RESOURCE  
ALLOCATION DECISION FOR HANDLING FUNCTION;

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(C) ROLE LOCAL EMPLOYEES IN PERFORMANCE OF FUNCTION;

(D) USE CONTRACT SERVICES;

(E) ADEQUACY TOTAL RESOURCES DEVOTED TO FUNCTION;

(F) QUALITY WASHINGTON SUPPORT;

(G) QUALITY SUPPORT OTHER EMBASSY ELEMENTS;

(H) QUALITY OUTPUT.

ADDITIONAL FACTORS SHOULD BE SUGGESTED DURING COURSE YOUR  
RESEARCH.

6. REPORT TO CONFERENCE SHOULD NOT BE RECITATION POST-BY-POST PRACTICES BUT SHOULD BE CRITICAL OVERALL EVALUATION OF FOREIGN SERVICE PERFORMANCE INCLUDING THE FOLLOWING:

(A) PRESENTATION OF COMPOSITE PICTURE OF HOW ALL EA POSTS CARRY OUT FUNCTIONS;

(B) A COMPARISON OF THIS COMPOSITE PICTURE WITH THE METHODS SUGGESTED FOR HANDLING THESE FUNCTIONS IN KEITH LE ROSSIGNOL BOOK ON OVERSEAS COMMERCIAL REPRESENTATION TECHNIQUES; COPIES OF BOOK WILL BE FORWARDED TO PANELISTS' SOONEST;

(C) OFFICER'S OWN VIEWS BASED ON HIS RESEARCH OF HOW THESE FUNCTIONS SHOULD BE CARRIED OUT INCLUDING SUGGESTIONS OF NEW METHODS AND TECHNIQUES TO IMPROVE HANDLING OF FUNCTIONS.

7. OFFICERS SHOULD RESEARCH ONLY SUBJECTS ASSIGNED TO THEM. YOU MAY WISH TO CONTACT OFFICER HANDLING SAME TOPICS AT OTHER CONFERENCE TO SHARE IDEAS OR DATA BUT WE URGE YOU MAINTAIN INDEPENDENCE YOUR CONCLUSIONS. CREATIVITY AND IMAGINATION SHOULD BE MAXIMIZED TO STIMULATE LIVELY DISCUSSION AT CONFERENCES.

8. FOR FURTHER GUIDANCE IF NECESSARY TELEPHONE OR CABLE JERRY MORSE (COM/OIM/BIC) ON AREA CODE 202/967-5055 OR IRVING WILLIAMSON (EB/OCA/BR) ON 202/632-2363.  
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9. APPRECIATE COOPERATION ALL ADDRESSEES IN FACILITATING WHAT WE EXPECT TO PROVE MAJOR IMPROVEMENT IN CONFERENCE EFFECTIVENESS. BROWN

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 DEC 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** MorefiRH  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 05 SEP 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <05 SEP 2002 by ReddocGW>; APPROVED <31 DEC 2002 by MorefiRH>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Subject:** EA ECONOMIC/COMMERCIAL OFFICERS CONFERENCES PANEL PRESENTATION - "HOW TO BE A MORE EFFECTIVE E/C OFFICER".  
**TAGS:** BEXP, XB  
**To:** TOKYO JAKARTA  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005